

Greatest Of All Times

108

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PERSONALITIES**



LATEST

“A person who does not have respect for time, and does not have a sense of timing, can achieve little.”

Verghese Kurien



26 Nov 1921 <::><::><::> 9 Sep 2012

Compiled by:
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9 Sep 2012

Father of White Revolution



भारतीय कृषि अनुसंधान परिषद

INDIAN COUNCIL OF AGRICULTURAL RESEARCH

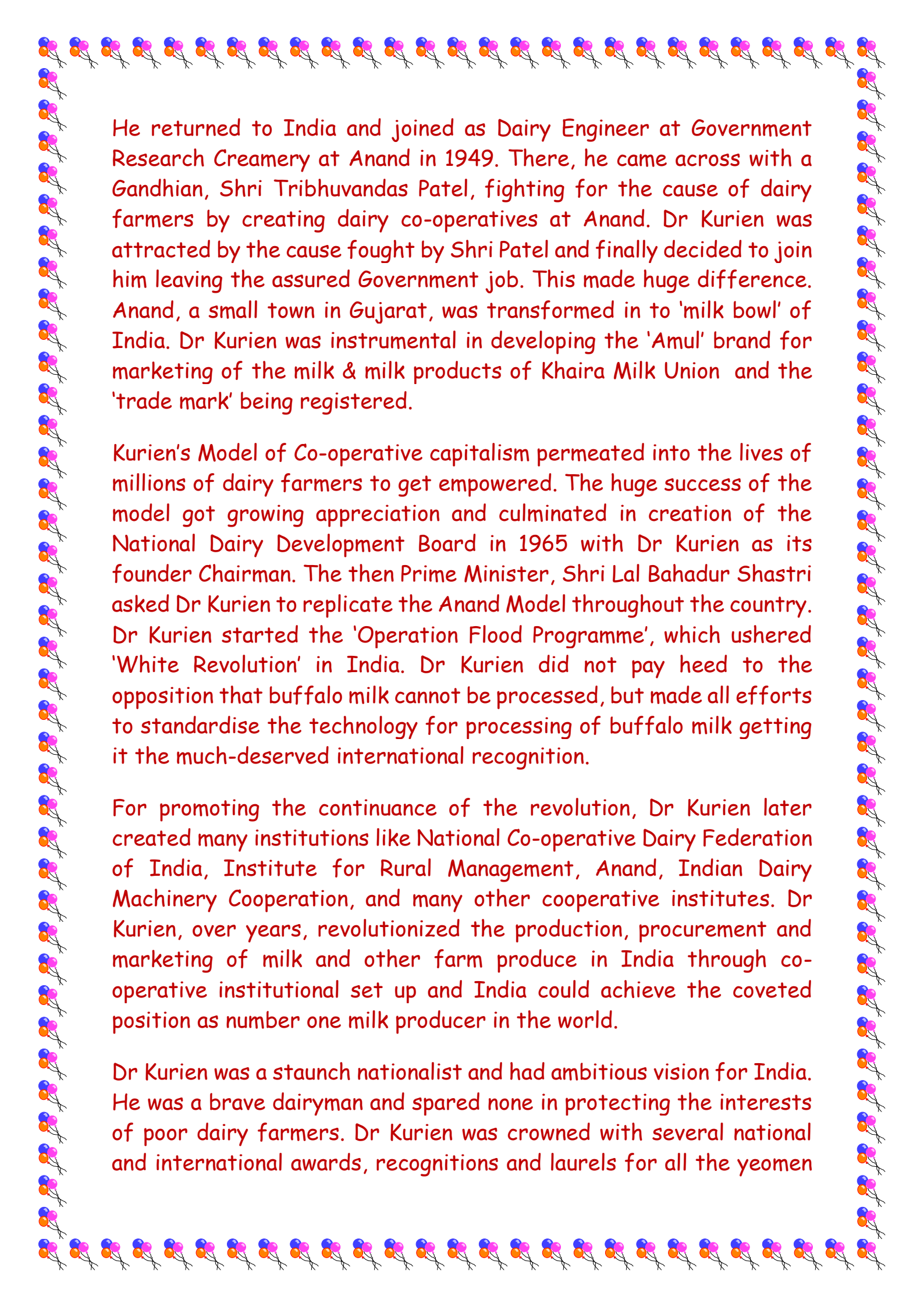
Ministry of Agriculture and Farmers Welfare

<https://icar.gov.in/node/7946>

Homage to Father of White Revolution in India



Padma Vibhushan Dr Verghese Kurien, 'Father of White Revolution in India', left for his heavenly abode on 9th September 2012 at the age of 90. Dr Kurien born at Kozhikode in Kerala on 26th November 1921, completed the Bachelor degree in Mechanical Engineering in 1943 from Madras University. He joined at Tata Iron & Steel Co. where he served for a brief period. He resigned the job in 1946 to undergo a formal training in Dairying at the Imperial Institute of Animal Husbandry & Dairying at Bangalore (the present SRS of NDRI) as the official requirement to pursue M.Tech in Dairy Engineering at the Michigan State University, under the Government of India scholarship. But, Dr Kurien had to do M.Tech in Metallurgy with Dairy Engineering as minor subject.

A decorative border of colorful balloons (blue, pink, orange, and purple) with black strings, arranged in a repeating pattern around the edges of the page.

He returned to India and joined as Dairy Engineer at Government Research Creamery at Anand in 1949. There, he came across with a Gandhian, Shri Tribhuvandas Patel, fighting for the cause of dairy farmers by creating dairy co-operatives at Anand. Dr Kurien was attracted by the cause fought by Shri Patel and finally decided to join him leaving the assured Government job. This made huge difference. Anand, a small town in Gujarat, was transformed into 'milk bowl' of India. Dr Kurien was instrumental in developing the 'Amul' brand for marketing of the milk & milk products of Khaira Milk Union and the 'trade mark' being registered.

Kurien's Model of Co-operative capitalism permeated into the lives of millions of dairy farmers to get empowered. The huge success of the model got growing appreciation and culminated in creation of the National Dairy Development Board in 1965 with Dr Kurien as its founder Chairman. The then Prime Minister, Shri Lal Bahadur Shastri asked Dr Kurien to replicate the Anand Model throughout the country. Dr Kurien started the 'Operation Flood Programme', which ushered 'White Revolution' in India. Dr Kurien did not pay heed to the opposition that buffalo milk cannot be processed, but made all efforts to standardise the technology for processing of buffalo milk getting it the much-deserved international recognition.

For promoting the continuance of the revolution, Dr Kurien later created many institutions like National Co-operative Dairy Federation of India, Institute for Rural Management, Anand, Indian Dairy Machinery Cooperation, and many other cooperative institutes. Dr Kurien, over years, revolutionized the production, procurement and marketing of milk and other farm produce in India through co-operative institutional set up and India could achieve the coveted position as number one milk producer in the world.

Dr Kurien was a staunch nationalist and had ambitious vision for India. He was a brave dairyman and spared none in protecting the interests of poor dairy farmers. Dr Kurien was crowned with several national and international awards, recognitions and laurels for all the yeomen

services rendered by him. ICAR remembers Dr Kurien with great respect and reverence. In the death of Dr Kurien, India has lost a True Dairyman, a Visionary and a great institutional builder.

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The Taste of India

Kindly visit the Web Link [AMUL - TV]
to view 11 Videos regarding different products.

https://www.youtube.com/playlist?list=PLHAJPMw2xa4zFUpTOhBBj44GHEDVzh_Hz

AMUL

Anand Milk Union Limited

<https://en.wikipedia.org/wiki/Amul>

Anand Milk Union Limited

Amul

The Taste of India

Trade name	Amul Coop
Native name	The Kaira District Co-Op Milk Producers Union Ltd.
Company type	Cooperative
Industry	Dairy
Founded	14 December 1946; 78 years ago
Founder	Tribhuvandas Patel
Headquarters	Anand, Gujarat , India
Area served	Worldwide
Key people	Jayen Mehta (managing director)
Products	Milk products
Revenue	▲ ₹80,000 crore (US\$9.2 billion) ^[1] (2024)
Number of employees	1,000 (officers and employees) 3.6 million (milk producers) ^[2]
<u>Divisions</u>	<ul style="list-style-type: none">• Banas Dairy• Dudhsagar Dairy
Website	amul.com

Anand Milk Union Limited commonly known as **Amul** is an Indian dairy brand owned by the [cooperative society](#), Gujarat Cooperative Milk Marketing Federation (GCMMF), based in [Anand, Gujarat](#). GCMMF is controlled by 3.6 million milk producers.

[Tribhuvandas Kishibhai Patel](#) founded the organisation in 1946 and served as its chairman until his retirement in the 1970s. He hired [Vergheese Kurien](#) in 1949, initially as the general manager, where Kurien guided the technical and marketing efforts of the cooperative. Kurien briefly became the chairman of Amul following Patel's death in 1994, and is credited with the success of Amul's marketing.

Amul spurred [India's White Revolution](#), which made the country the world's largest producer of milk and milk products, and has since ventured into overseas markets.

History



Verghese Kurien, Tribhuvandas Kishibhai Patel, and Harichand Megha Dalaya

Amul was founded on 14 December 1946 as a response to the exploitation of small dairy farmers by traders and agents. At the time, milk prices were arbitrarily determined, giving [Polson](#) an effective monopoly in milk collection from Kaira and its subsequent supply to [Mumbai](#).

Frustrated with the trade practices (which they perceived as unfair), the farmers of Kaira, led by [Tribhuvandas Patel](#), approached [Vallabhbhai Patel](#), who advised them to form a cooperative. If they did so, they would be able to directly supply their milk to the Bombay Milk Scheme instead of working for Polson. Sardar Patel sent [Morarji Desai](#) to organise the farmers.

Following a meeting in [Chaklasi](#), the farmers formed the cooperative and resolved not to provide Polson with any more milk. Milk collection was decentralised, as most producers were marginal farmers who could deliver, at most, 1–2 litres of milk per day. Cooperatives were formed for each village. By June 1948, the KDCMPUL had started pasteurising milk for the Bombay Milk Scheme. Then-Prime Minister [Lal Bahadur Shastri](#) visited [Anand](#) to inaugurate Amul's cattle feed factory. On 31 October 1964, he spoke to farmers about their cooperative. After returning to Delhi, he set in motion the creation of an organisation, the [National Dairy Development Board](#) (NDDB), to replicate the Kaira cooperative in other parts of India. Under the leadership of Tribhuvandas Patel, in 1973, Amul celebrated its 25th anniversary with Morarji Desai, [Maniben Patel](#), and [Verghese Kurien](#).

The cooperative was further developed through the efforts of Verghese Kurien and [H. M. Dalaya](#). Dalaya's innovation of making [skim milk](#) powder from buffalo milk was a technological breakthrough that revolutionised India's organised dairy industry.

With Kurien's help, the process was expanded on a commercial scale, which led to the first modern dairy cooperative at Anand. This cooperative would go on to compete against the established players in the market.

The success of the trio (T. K. Patel, Kurien, and Dalaya) at the cooperative's dairy soon spread to Anand's neighbourhood in Gujarat. Within a short span, five unions in other districts—[Mehsana](#), [Banaskantha](#), [Baroda](#), [Sabarkantha](#), and [Surat](#) – were set up, following the approach sometimes described as *the Anand pattern*.

In 1970, the cooperative spearheaded the "[White Revolution](#)" of India. To combine forces and expand the market while saving on advertising and avoiding competing against each other, the Gujarat Co-operative Milk Marketing Federation Ltd., an apex marketing body of these district cooperatives, was set up in 1973. The Kaira Union, which had the brand name Amul with it since 1955, transferred it to GCMMF. Technological developments at Amul have subsequently spread to other parts of India.

In 1999, it was awarded the "Best of All" [Rajiv Gandhi National Quality Award](#).

Promotion and Advertisement

In 1966, Amul hired Sylvester daCunha, the managing director of an advertising agency, to design an ad campaign for Amul Butter. DaCunha created an operation consisting of a series of hoardings featuring topical ads related to day-to-day issues. It was popular and earned a Guinness World Record for the longest-running ad campaign in the world. In the 1980s, cartoon artist Kumar Morey and scriptwriter Bharat Dabholkar were involved in sketching the Amul ads; the latter rejected the trend of using celebrities in advertisement campaigns. Dabholkar credited chairman Verghese Kurien with creating a free atmosphere that fostered the development of the ads.

Despite encountering political pressure on several occasions, daCunha's agency has made it a policy not to back down. Some of the more controversial Amul ads include one commenting on the Naxalite uprising in West Bengal, one on the Indian Airlines employees' strike, and one depicting the Amul girl wearing a Gandhi cap.

In 2013, Amul tweeted a picture featuring the [Amul Butter Girl](#), implying that "freedom of choice" died in 2013, in opposition to the [Supreme Court of India](#) overruling the judgment of the [High Court of Delhi](#) and criminalising [homosexuality](#) again.

On 17 October 2016, the Amul Butter Girl celebrated 50 years since she first appeared in the topical ad, titled "Thoroughbred". The ad showed a jockey holding a slice of bread during the horse race season in 1966. The impish Amul girl had appeared for the first time even before that, with Eustace Fernandez showing her offering bedtime prayers with a wink and a lick of lips, saying "Give us this day our daily bread: with Amul butter".

Their ad on *Aagey Badhta Hai India* had an excellent response from the audience. It spoke about how their milk is seen as a household product, with a catchy tune associated with it. It has over 39 lakh (3.9 million) views on YouTube.

In February 2020, Amul posted a picture of the Amul girl treating [Joaquin Phoenix](#) with butter after his academy award win for his role in the 2019 film, *Joker*. Since Phoenix is a vegan, Amul faced criticism from vegans in India and PETA for the poor knowledge of his vegan activism and life.

In July 2024, Amul featured [Maya Neelakantan](#), a ten-year-old guitar prodigy who auditioned for *America's Got Talent* season 19 in June 2024.

In popular culture

The White Revolution inspired filmmaker [Shyam Benegal](#) to base his 1976 film *Manthan* on it. The film was financed by over five lakh (half a million) rural farmers in Gujarat, who contributed ₹2 each to its budget. Upon its release, these farmers went in truckloads to watch 'their' film, making it a commercial success. *Manthan* won the [National Film Award for Best Hindi Feature Film](#) during the [24th National Film Awards](#) in 1977.

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The Amul girl, an advertising mascot used by AMUL, an Indian dairy brand.

AMUL GIRL

https://en.wikipedia.org/wiki/Amul_girl

The **Amul girl** is an [advertising mascot](#) used by the Indian dairy brand [Amul](#). The mascot is a hand-drawn cartoon of a young Indian girl dressed in a polka-dotted frock with blue hair and a half-pony tied up. The Amul girl advertising has often been described as one of the best Indian advertising concepts because of its humour.

Origin

The Amul girl was created as a response to Amul's rival brand Polson's butter-girl. The idea was conceived in 1967 once ASP (Advertising, Sales and Promotion) clinched the brand portfolio from the previous agency FCB Ulka. It was executed by [Sylvester da Cunha](#), the owner of the agency, and his art director, Eustace Fernandes, on [hoardings](#), painted bus panels, and posters in [Mumbai](#). The mascot, since then, has been mobilized to comment on many events of national and political importance like the [Emergency in India](#) in 1976.

Development

In 1966, Amul decided to give their account to the advertising agency Advertising and Sales Promotion (ASP) to work on their advertising campaign. Da Cunha, the managing director of the agency, and Eustace Fernandez, an art director, decided to create something that would grab the attention of every housewife in the country. [Verghese Kurien](#), then the chairman of the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), suggested a mischievous little girl as a mascot with two requirements. It had to be easy to draw and memorable, as most of the advertising would be outdoor media which required hand-painting in those days, and the hoardings had to be changed frequently.

Variation

In January 2021, [Esther Hnamte](#), a four-year-old child singer from [Mizoram](#), appeared as the Amul girl. Hnamte had become a media sensation with a music video covering [A. R. Rahman](#)'s "[Maa Tujhe Salaam](#)", which was posted on YouTube on 25 October 2020. The poster caricature shows Hnamte in a Mizo traditional attire waving the [Indian tricolour](#), and bears the slogan: "Esthereal performance! Amul vandeul taste."

Olympics

Amul was seen to come up with an association with Cricket World Cup and Formula-One Racing. Amul was the official sponsor of the Indian team for dairy products for the [2012 Olympic Games](#).

Controversies

In 2001, Amul ran an advertising campaign criticizing the [Indian Airlines](#) strike; the latter threatened to stop offering Amul butter on their flights unless the ads were pulled. Another advertisement during [Ganesh Chaturthi](#) said "Ganpati Bappa More Ghya" ("Ganpati Bappa take more"). The [Shiv Sena](#) party said that if the advertisement was not removed, they would come and destroy Amul's office. In July 2011, an advertisement criticizing [Suresh Kalmadi](#) led to trouble in [Pune](#), while an advertisement poking fun at [Mamata Banerjee](#) in December 2011 led to problems in [Kolkata](#). Subsequently, another advertisement with Banerjee was released all over India except in Kolkata in March 2012.

In 2011, when they came up with "Maine kyaa khaya" ("What did I eat?", where the word "eat" bears the meaning of either directly accepting a bribe or indirectly profiting

from an illegal act, in the Hindi language) for Suresh Kalmadi over the [2010 Commonwealth Games scam](#), they ran into trouble. "He was found guilty, he was in jail, his party had abandoned him. But party workers in Pune actually pulled down the hoarding", recalls a bewildered da Cunha.

There was a laughable protest as well. When they wrote "[Satyam Sharam Scandalum!](#)" for [Satyam Computer Services](#) Ltd.'s disgraced chairman [Ramalinga Raju](#), he says, "We got a formal letter from the Satyam Board threatening us with dire consequences: all their employees would stop eating Amul butter!"

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Awards and Honours

For his contributions in increasing the dairy output, Kurian is known as the "Father of the White Revolution" in India. Kurien's birthday, 26 November is celebrated as the "**NATIONAL MILK DAY**" in India.

<i>Awards and Honors</i>		
Year	Award or Honor	Awarding organization
1963	Ramon Magsaysay Award	Ramon Magsaysay Award Foundation
1965	Padma Shri	Government of India
1966	Padma Bhushan	Government of India
1986	Wateler Peace Prize	Carnegie Foundation
1989	World Food Prize	World Food Prize Foundation
1997	Order of Agricultural Merit	Ministry of Agriculture, France
1999	Padma Vibhushan	Government of India
2011	Karmaveer Chakra Award	United Nations and Indian Confederation of NGOs

Kurien was bestowed with an honorary degree by the Michigan State University in 1965. During the [World Dairy Expo](#) in 1993, he was recognized as the International Person of the Year. Kurien was also awarded the Godfrey Phillips Bravery Award for social bravery.

Kurien either headed or was on the boards of several public institutions and received honorary doctorate degrees from universities worldwide. The cooperative model pioneered by Kurien is studied in academia with lectures on the same.

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MANTHAN

<https://en.wikipedia.org/wiki/Manthan>

Manthan, also released under the translated title *The Churning*, is a 1976 [Hindi](#) film directed by [Shyam Benegal](#), inspired by the pioneering milk cooperative movement of [Verghese Kurien](#), and written jointly by him and [Vijay Tendulkar](#). It is set amidst the backdrop of the [White Revolution of India](#). Aside from the great measurable success that this project was, it also demonstrated the power of "collective might" as it was entirely [crowdfunded](#) by 500,000 farmers who donated Rs. 2 each. **Manthan is the first crowdfunded Indian film.**

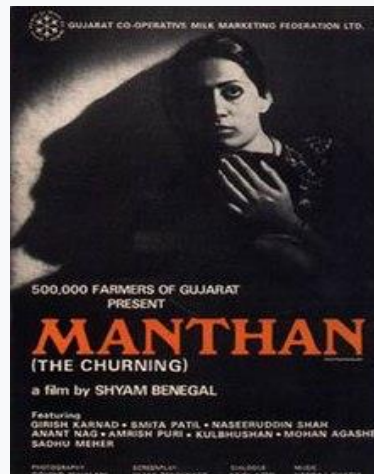
The film won the 1977 [National Film Award for Best Feature Film in Hindi](#) and [National Film Award for Best Screenplay](#) for Vijay Tendulkar, and was also [India's submission for the Academy Award for Best Foreign Language Film](#) in 1976. A restored version was released in the *Cannes Classics* section of the [2024 Cannes Film Festival](#).

The title song ("Mero Gaam Katha Parey") was sung by [Preeti Sagar](#). She won the [Filmfare Award for Best Female Playback Singer](#) for that year. The song was later used as the soundtrack for the television commercial for [Amul](#).

Plot

Dr Manohar Rao, a young veterinary doctor with his team of Deshmukh, Chandravarkar, and others comes to a village in [Kheda district](#), Gujarat. The village is inhabited by poor people whose chief occupation seems to be cattle-rearing and producing milk, which they sell to a local dairy owner Mishra. Mishra pays them excessively low amounts for their milk. Dr Rao and his team have arrived to set up a [Cooperative](#) society dairy which will be owned collectively and managed by the villagers themselves. As Dr Rao and his team grapple with village politics, rigid casteism, and general distrust of the village folk, they face planned hostility from the local [Harijan](#) community's leader Bhola who harbours deep anger and resentment against the higher caste [Sarpanch](#) (Panchayat Head). Local village women are led by a feisty young woman Bindu, mother of a young child whose husband has supposedly left her.

Manthan



Directed by	Shyam Benegal
Written by	Kaifi Azmi (dialogue)
Screenplay by	Vijay Tendulkar
Story by	<ul style="list-style-type: none">Vergheese KurienShyam Benegal
Starring	Girish Karnad Smita Patil Naseeruddin Shah
Cinematography	Govind Nihalani
Edited by	Bhanudas Divakar
Music by	Vanraj Bhatia
Production company	Gujarat Co-operative Milk Marketing Federation Ltd.
Release date	<ul style="list-style-type: none">1976 (India)
Running time	134 minutes
Country	India
Language	Hindi

Dr Rao wins the trust of Bindu and other villagers by testing their milk and paying them fair amounts for their high fat-content milk and this irks Mishra. Deshmukh is worried by the caste politics and divide between the higher castes and Harijans in the village and repeatedly warns Rao against getting involved in it. Chandravarkar gets attracted to a local Harijan girl and has a rendezvous with her in secret. The Harijans don't want to join the cooperative as they feel that the higher caste Sarpanch and his cronies will usurp the society as well. Rao and his associates talk sense into them and organise an election for the post of the head of the cooperative. Bhola begins to trust and believe in Rao's ideals when Rao fires Chandravarkar for cheating the Harijan girl on the pretext of marrying her and bails Bhola out of jail when Sarpanch gets him arrested for rowdy behaviour.

Watch the movie: "Manthan" [2:08:37]

<https://www.youtube.com/watch?v=91qliAxU1pA>

Meanwhile, a mutual admiration and liking develops between Rao and Bindu, which is cut short when Bindu's husband returns home suddenly, and Rao's wife comes to visit him in the village. In the election, the Harijan representative Moti (nominated by Bhola) defeats the Sarpanch in a tiebreaker and the Harijans erupt in joy. The Sarpanch takes the loss terribly on his ego and joins Mishra, also aided by Bindu's husband. Together, they manipulate Bindu into putting her thumb impression on legal papers that claim Dr Rao has raped her. Dr Rao is extremely agitated when the allegations are brought against him and starts to wonder if he has bitten off more than he can chew. His wife also falls sick with Typhoid. Dr Rao finishes the setting up of the board and leaves with his wife, greatly troubling Bhola. Bhola, however, continues to carry on the work of the cooperative with support from a few villagers and notably, Bindu. Both of them have been inspired and churned as new, brave individuals by the work of Dr Rao.

Cast

- [Girish Karnad](#) as Dr Rao
- [Smita Patil](#) as Bindu
- [Naseeruddin Shah](#) as Bhola
- [Sadhu Meher](#) as Mahapatra (Special Appearance)
- [Anant Nag](#) as Chandavarkar
- [Amrish Puri](#) as Mishraji
- [Kulbhushan Kharbanda](#) as The Sarpanch
- [Mohan Agashe](#) as Deshmukh
- Abha Dhulia as Shanta, Dr. Rao's wife
- [Anjali Paigankar](#)
- Rajendra Jaspal as Bindu's husband

Development and Production

The word **MANTHAN** literally means "churning", and other meanings may be deep contemplation, the churning of facts, analysis aimed at a solution, or conclusion. The film traces a small set of poor farmers of [Kheda district](#) in Gujarat who had the vision and foresight to act in a way that was good for the society and not for the self alone. Under leaders like local social worker [Tribhovandas Patel](#), who took up the cause of the farmers, lead to the formation of [Kaira District Co-operative Milk Producers' Union](#). Soon the pattern was repeated in each district of Gujarat, which in turn led to the formation of [Amul](#), a dairy cooperative in [Anand, Gujarat](#) in 1946, which is today, jointly owned by some 2.6 million milk producers in [Gujarat](#), India.

Eventually, this led to the initiation of [White Revolution](#) of India in 1970, by creating a "Nationwide Milk Grid", and the setting up of [Gujarat Co-operative Milk Marketing](#)

[Federation Ltd.](#) (GCMMF) in 1973, whose 500,000 members jointly financed the film, by donating Rs. 2 each. Upon its release, truckloads of farmers came to see "their" film, thus making it a box office success.

Restoration

The film was digitally restored by the [Film Heritage Foundation](#), led by [Shivendra Singh Dungarpur](#) and released at the [77th Cannes Film Festival](#). The screening was attended by [Naseeruddin Shah](#) and his wife [Ratna Pathak](#), [Shyam Benegal](#) and Smita Patil's son, [Prateik Babbar](#).

Awards and Nominations

Year	Award	Category	Nominee(s)	Result
1976	National Film Awards	Best Feature Film in Hindi	Shyam Benegal	Won
		Best Screenplay	Vijay Tendulkar	Won
1978	Filmfare Awards	Best Female Playback Singer	Preeti Sagar (For <i>Mero Gaam Katha Parey</i>)	Won

Shyam Benegal



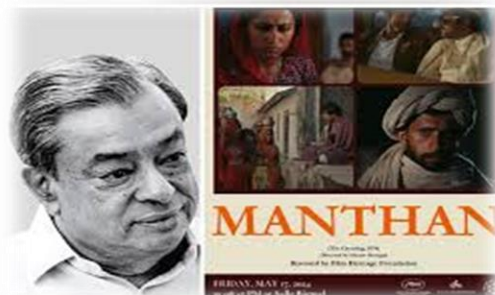
Benegal in 2010

Born	14 December 1934 Tirumalagiri , Hyderabad State , British India (now in Telangana , India)
Died	23 December 2024 (aged 90) Mumbai , Maharashtra , India
Occupation(s)	Film director, screenwriter
Works	Full list
Spouse	Nira Benegal
Children	1
Relatives	Guru Dutt (cousin)
Awards	1976 Padma Shri 1991 Padma Bhushan

2005 [Dadasaheb Phalke Award](#)
2013 [ANR National Award](#)

Shyam Benegal (14 December 1934 – 23 December 2024) was an Indian film director, screenwriter and documentary filmmaker. Often regarded as the pioneer of [parallel cinema](#), he is widely considered as one of the greatest filmmakers post 1970s. He has received several accolades, including eighteen [National Film Awards](#), a [Filmfare Award](#) and a [Nandi Award](#). In 2005, he was honoured with the [Dadasaheb Phalke Award](#), India's highest award in the field of cinema. In 1976, he was honoured by the [Government of India](#) with the [Padma Shri](#), the [fourth-highest civilian honour](#) of the country, and in 1991, he was awarded the [Padma Bhushan](#), the [third-highest civilian honour](#) for his contributions in the field of [arts](#). He died on 23 December 2024, aged 90, at Wockhardt Hospital in Mumbai, where he was receiving treatment for chronic kidney disease.

Benegal was born in [Hyderabad](#) to Sridhar B. Benegal who was prominent in the field of photography. Starting his career as a [copywriter](#), he made his first [Documentary film](#) in [Gujarati](#), *Gher Betha Ganga* (Ganges at the Doorstep) in 1962. Benegal's first four feature films – *Ankur* (1973), *Nishant* (1975), *Manthan* (1976) and *Bhumika* (1977) – made him a pioneer of the new wave film movement of that period. Benegal's "Muslim Women Trilogy" films *Mammo* (1994), *Sardari Begum* (1996), and *Zubeidaa* (2001) all won [National Film Awards for Best Feature Film in Hindi](#). Benegal has won the [National Film Award for Best Feature Film in Hindi](#) seven times. He was awarded the [V. Shantaram Lifetime Achievement Award](#) in 2018.



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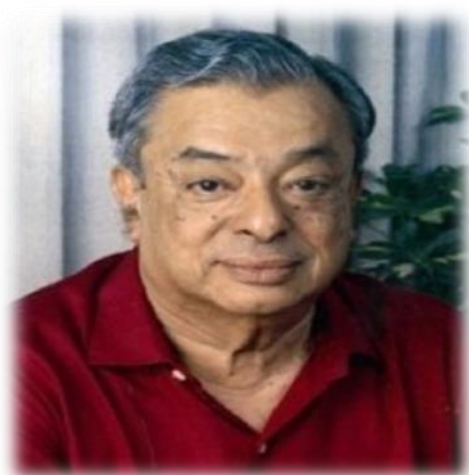
Dudhsagar Dairy

Mehsana District Co-operative Milk Producers' Union Ltd.

<https://www.dudhsagardairy.coop/about-us/our-mentors/late-dr-verghese-kurien/>

Dr Verghese Kurien

The Father of the White Revolution



Dr V Kurien's life-long purpose of work can be summed up in one word: 'empowerment' - empowerment of small and marginal farmers and landless laborers. Apart from the Milk Revolution that he spearheaded so successfully, his work has greatly impacted on the lives of millions of cooperative dairy farmers — socially, politically, and most importantly, economically. The milk revolution is, in fact, a by-product of the empowerment he brought about through the Amul-model (also known as Anand-pattern) dairy

cooperatives. In Dr Kurien's words, he was not in the business of milk. Milk was only the 'medium' that he used to empower the farmers.

Dr. Kurien has many titles, the most common being 'the Milkman from Anand'. He is also recognized as 'the Father of White Revolution'. India Today recently wrote on him under the title 'White Knight'. He was the founder-Chairman of several world class organizations like NDDB, GCMMF (Amul), IRMA and so on. He has been a great institution builder. He has held very high positions in Government organizations as well, as Chairman of GEB; Vice Chancellor of GAU; Director, Central Board of RBI; Director, LIC; Director, IDBI and Director, Bank of Baroda; to name a few. Some time back, the Government of India had appointed him as the Chancellor of the Allahabad Central University.

He was also closely associated with the making of internationally acclaimed feature films like 'Manthan' and 'Sardar'. Many management institutions have conducted case studies on his management style. Besides numerous National Awards (including Padma Shree, Padma Bushan and Padma Vibhushan) and International Awards which include World Food Prize in 1989, Carnegie Foundation's Wateler Peace Prize in 1986, International Person of the Year Award by the World Dairy Expo in 1993, Ordre du Merite Agricole by the Government of France in 1997, the Regional Award from the Asian Productivity Organization of Japan in 2000, Dr. Kurien has received around 15 honorary Doctorates and more than 10 'Fellowships' from leading foreign and Indian Universities / Academic

Institutions. The only National Award that has eluded him is the 'Bharat Ratna'. Recently, when a journalist at the Economic Times asked him about it, he said "why ask me, ask those who give it".

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Dr. V. Kurien

<https://drkurien.com/biography/>

Biography

Dr. Verghese Kurien was born on November 26, 1921 to an affluent Syrian Christian family in Calicut (now Kozhikode), Kerala. His father Puthenparakkal Kurien was a civil surgeon in British Cochin and his mother was a highly educated woman as well an exceptional piano player. He was named after his uncle Rao Sahib P.K Verghese. Dr Kurien joined Loyola College in Madras and attained his degree in B.Sc in Physics. He was also very active in sports and represented the college in cricket, badminton, boxing and tennis. He went to the United States of America on government scholarship where he pursued his degree in Master of Science in Mechanical Engineering (Distinction). He returned to India after completion of his studies and on May 13, 1949 he headed for Anand, a place in Kaira district of Gujarat where he was supposed to spend five years as an officer of the Dairy division in return for the scholarship paid by the government. On arriving at Anand, he found that the farmers were being exploited by the distributors of milk and the entire region was controlled by a shrewd but clever businessman called as "Pestonjee Edulji" who marketed Polson butter.

Looking at the struggle of these people to survive and mesmerized by the personality of their leader Tribhuvandas Patel who was trying to unite the farmers and form a cooperative movement against the exploitation, Dr. Kurien left his government job and joined forces with Tribhuvandas Patel and the farmers to start the Milk Cooperative movement in the region registered under the name of Kaira District Cooperative Milk Producers Union Ltd (KDCMPUL), which was later renamed to now popular "Amul". He worked towards bringing a White Revolution in India and executed the much-needed programme of "Operation Flood". Dr Verghese Kurien married Susan Molly Peter on June 15, 1953 and they had one daughter Nirmala Kurien and a grandson, Siddharth. Dr Kurein was the man responsible for turning India from a milk deficient country to the largest producer of milk in the world today. Under his inspiring leadership many important institutions were established namely the GCMMF (Gujarat Cooperative Milk Marketing Federation Ltd) and NDDB (National Dairy

Development board which played a significant role in shaping the Dairy Cooperative movement across the country and led the replication of Anand model of cooperative dairy practiced all over the country.

Dr. Kurien always regarded himself as an employee of the farmers who would do anything to bring prosperity in their favour. In his service of over fifty years he attained 15 honorary degrees from different institutions of the world as he believed that learning should never stop. His enduring personality, spirit, undying charisma and conviction of turning the impossible into possible won him many accolades such as the Ramon Magsaysay Award for Community Leadership (1963), Padma Shri (1965), Padma Bhushan (1966), Krishi Ratna Award (1986), World Food prize (1989), Padma Vibhushan (1999), Economic Times award for Corporate Excellence (2001) and several other awards, but the best award that the people of the country gave him was the title "Milkman of India". After a lifetime of struggle and conviction towards serving the nation Dr Verghese Kurien breathe his last on 9 September 2012 due to brief illness at Anand. Dr Verghese Kurien will always be remembered as the person who redefined the meaning of milk as a powerful tool for economic development.

Please visit the [cited Web Link](#), to know:

- His Institutions
- National Milk Day
- White Revolution
- The Honours &
- Media

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Vergheze Kurien

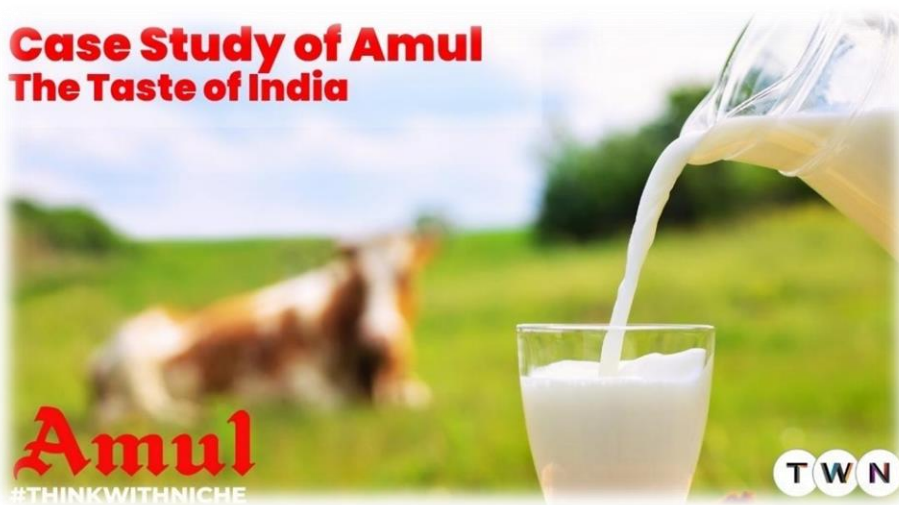


Kurien in 2009

Born	26 November 1921 Calicut , Madras Presidency , British India (now Kozhikode , Kerala , India)
Died	9 September 2012 (aged 90) Nadiad , Gujarat , India
Nationality	Indian
Alma mater	<ul style="list-style-type: none">• University of Madras• Michigan State University
Occupation(s)	dairy engineer social entrepreneur
Employer	Amul
Organisations	<ul style="list-style-type: none">• National Dairy Development Board• Institute of Rural Management Anand• National Cooperative Dairy Federation of India
Known for	White Revolution in India
Awards	Ramon Magsaysay Award (1964) Padma Shri (1965) Padma Bhushan (1966) World Food Prize (1989) Order of Agricultural Merit (1997) Padma Vibhushan (1999)
Website	www.drkurien.com

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Case Study of Amul The Taste of India



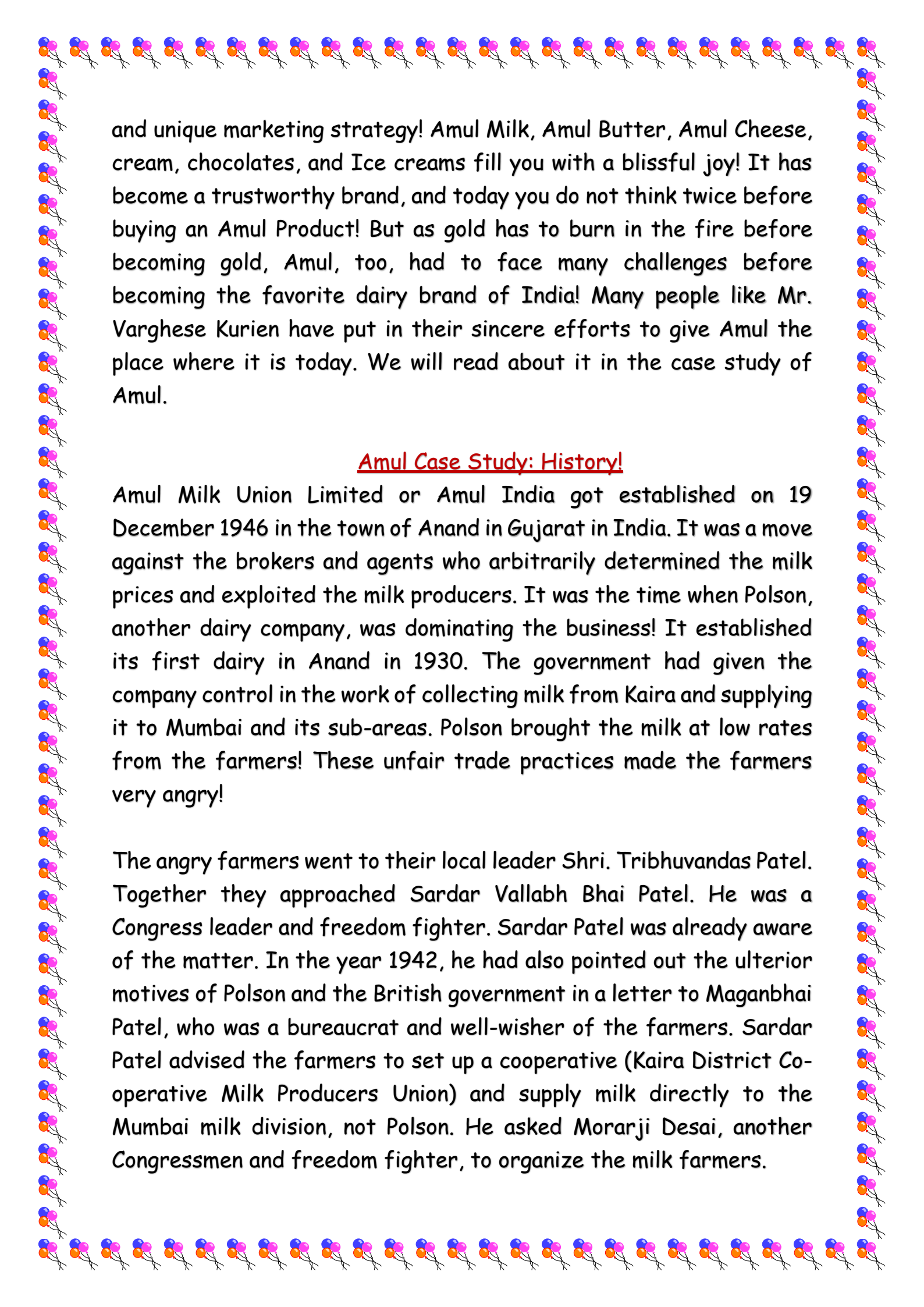
<https://www.thinkwithniche.com/blogs/details/a-case-study-of-amul-the-taste-of-india>

India's "White Revolution," which was sparked by Amul, making the country the top producer of milk and dairy products in the world. Tribhuvandas Patel established Amul under the guidance of Sardar Vallabhbhai Patel, India's first deputy prime minister.

Then, in 1946, the Kaira District Milk Union Limited was created. The group was led by Tribhuvandas till his death in the 1970s. In 1949, he spoke with Dr. Verghese Kurien and convinced him to support the White Revolution's goals. Most people agree that Dr. Verghese Kurien founded Amul.

Utterly, butterly, delicious! Yes, you guessed it right this blog does a case study of Amul. Amul has made India the largest milk producer in the world! It gives us everything from milk to delicious milk products! So, it is only fair that we must know about this great success story!

Utterly Butterly Delicious, Amul! How can we forget this vivacious Amul girl on every Amul Butter pack? She has her witty take on every event taking place in India! And don't we all love it! Over the years, Amul has made a place in our hearts with its top-quality dairy products

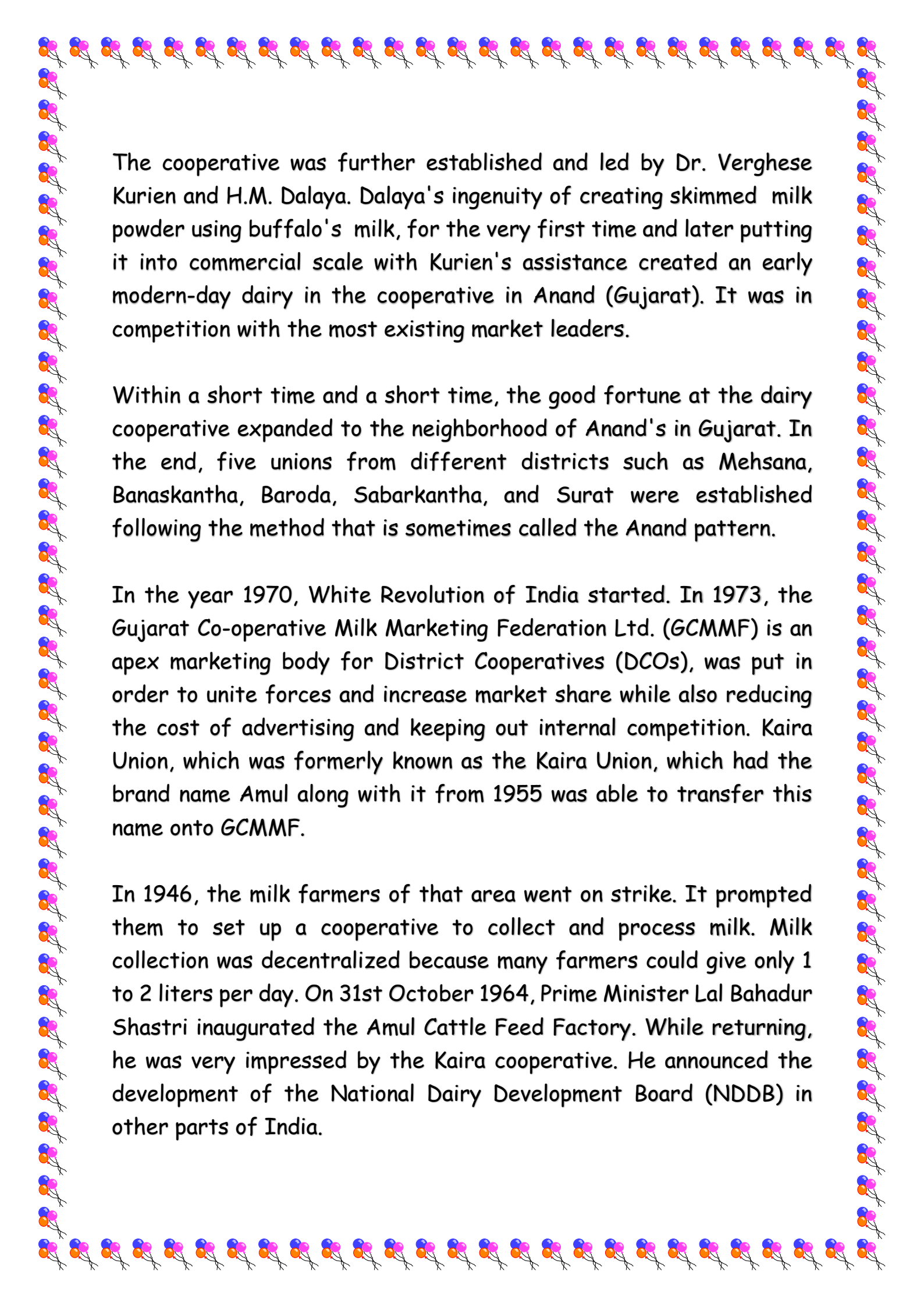
A decorative border of colorful balloons (blue, orange, pink, and purple) with black strings, arranged in a repeating pattern around the edges of the page.

and unique marketing strategy! Amul Milk, Amul Butter, Amul Cheese, cream, chocolates, and Ice creams fill you with a blissful joy! It has become a trustworthy brand, and today you do not think twice before buying an Amul Product! But as gold has to burn in the fire before becoming gold, Amul, too, had to face many challenges before becoming the favorite dairy brand of India! Many people like Mr. Varghese Kurien have put in their sincere efforts to give Amul the place where it is today. We will read about it in the case study of Amul.

Amul Case Study: History!

Amul Milk Union Limited or Amul India got established on 19 December 1946 in the town of Anand in Gujarat in India. It was a move against the brokers and agents who arbitrarily determined the milk prices and exploited the milk producers. It was the time when Polson, another dairy company, was dominating the business! It established its first dairy in Anand in 1930. The government had given the company control in the work of collecting milk from Kaira and supplying it to Mumbai and its sub-areas. Polson brought the milk at low rates from the farmers! These unfair trade practices made the farmers very angry!

The angry farmers went to their local leader Shri. Tribhuvandas Patel. Together they approached Sardar Vallabh Bhai Patel. He was a Congress leader and freedom fighter. Sardar Patel was already aware of the matter. In the year 1942, he had also pointed out the ulterior motives of Polson and the British government in a letter to Maganbhai Patel, who was a bureaucrat and well-wisher of the farmers. Sardar Patel advised the farmers to set up a cooperative (Kaira District Co-operative Milk Producers Union) and supply milk directly to the Mumbai milk division, not Polson. He asked Morarji Desai, another Congressmen and freedom fighter, to organize the milk farmers.



The cooperative was further established and led by Dr. Verghese Kurien and H.M. Dalaya. Dalaya's ingenuity of creating skimmed milk powder using buffalo's milk, for the very first time and later putting it into commercial scale with Kurien's assistance created an early modern-day dairy in the cooperative in Anand (Gujarat). It was in competition with the most existing market leaders.

Within a short time and a short time, the good fortune at the dairy cooperative expanded to the neighborhood of Anand's in Gujarat. In the end, five unions from different districts such as Mehsana, Banaskantha, Baroda, Sabarkantha, and Surat were established following the method that is sometimes called the Anand pattern.

In the year 1970, White Revolution of India started. In 1973, the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF) is an apex marketing body for District Cooperatives (DCOs), was put in order to unite forces and increase market share while also reducing the cost of advertising and keeping out internal competition. Kaira Union, which was formerly known as the Kaira Union, which had the brand name Amul along with it from 1955 was able to transfer this name onto GCMMF.

In 1946, the milk farmers of that area went on strike. It prompted them to set up a cooperative to collect and process milk. Milk collection was decentralized because many farmers could give only 1 to 2 liters per day. On 31st October 1964, Prime Minister Lal Bahadur Shastri inaugurated the Amul Cattle Feed Factory. While returning, he was very impressed by the Kaira cooperative. He announced the development of the National Dairy Development Board (NDDB) in other parts of India.

Dr. Kurien: The Milkman of India!

Tribhuvan Kishibhai Patel became the founding chairman of the organization. He was also assisted by HM Dalaya, who invented Skimmed Milk which brought a revolution in the milk Industry. In 1949, Patel met Dr Varghese Kurien, a dairy engineer who had come to Anand to serve the bond duration against the government scholarship he had attained. Dr Kurien is known as the Father of the White Revolution in India. Sometimes he is fondly referred to as the Milk Man of India. Patel asked him to stay with him and help him. Dr Kurien pioneered the development of Anand and many cooperatives in the Kheda district. He also had a big role in eliminating the exploitation of the milk farmers and helping them to get the justified rates for the milk supply.

How Amul became Amul!

Today, the name Amul needs no introduction, and here too, Dr. Kurien has a contribution. Initially, the butter from Kaira cooperative was just simple, but they had to give a name to it. So as Dr. Kurien narrates, the marketing unit thought of many names. Then they came across Anand Milk Union Limited (Amul). In Sanskrit also, 'Amulya' means 'priceless,' but his marketing specialists were doubtful as it is an Indian name and would not sell. But Dr. Kurien was sure, and he decided upon it. So, Amul became **AMUL**, and we all love it!

White Revolution and Amul!

The joint efforts of Patel, Dalaya, and Kurien led to the development of the National Dairy Development Board (NDDB) in 1965. The Prime Minister named Dr. Varghese Kurien as its founding Chairman. And this spread a wave of milk across India. Many cooperatives were set up in Gujarat itself! On January 13, 1970, Operation Flood was launched. It became the largest dairy development program in the world! Its main

aim was to imitate the Anand model in all parts of India. As a result, we got about 0.1 million cooperatives and 5 million milk farmers.

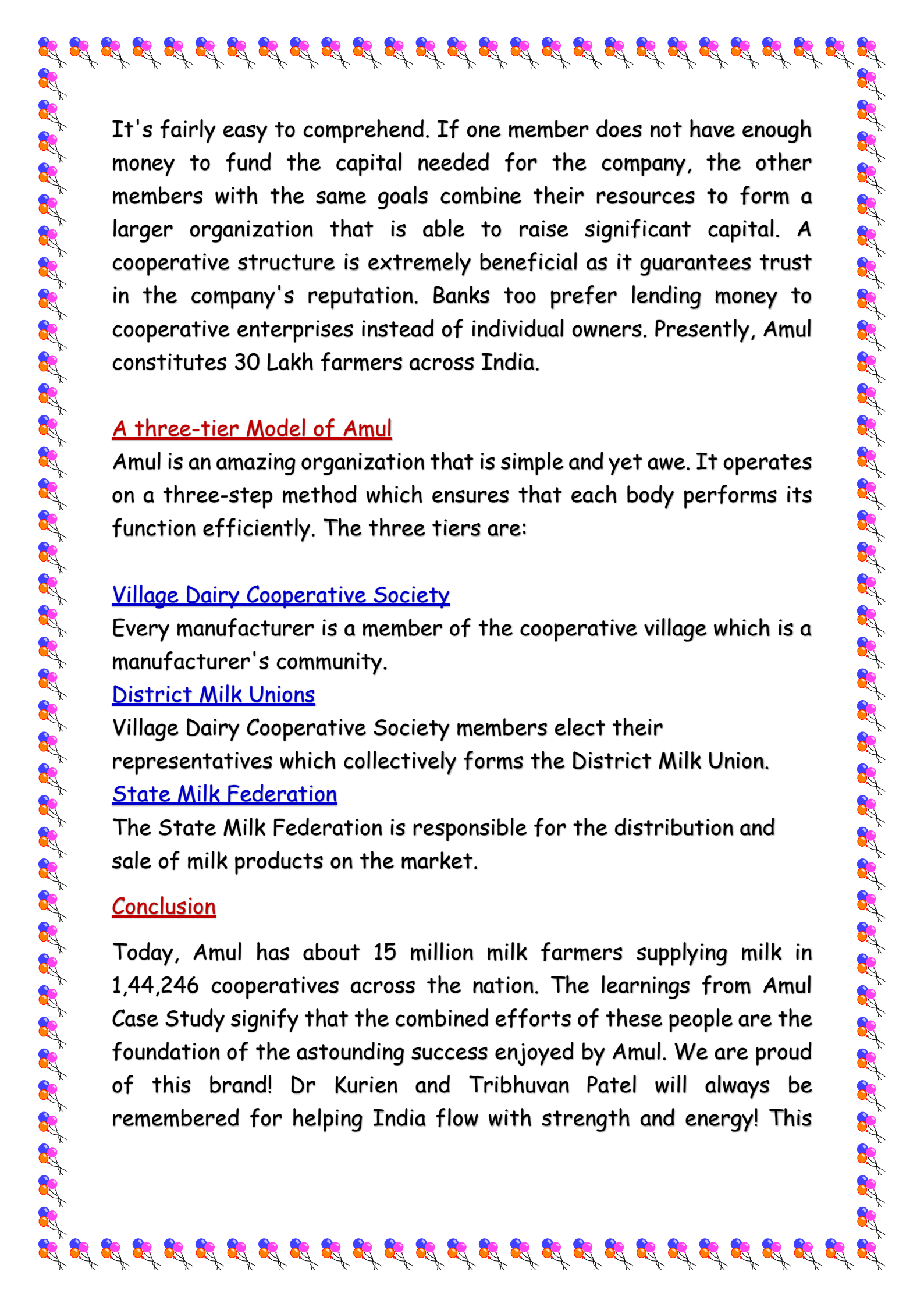
Dr. Kurien developed other dairy products also, like powdered milk. He focussed on improving the health of cattle and vaccine development. In 1973, he created an individual marketing unit of Amul, Gujarat Cooperative Milk Marketing Federation, in order to promote the brand in India and Abroad. He is also the man behind the foundation of IRMA (Institute of Rural Management Anand), as he wanted future generations to benefit from the knowledge. No wonder the government showered him with several awards like Padma Shri, Padma Vibhushan, and Krushi Ratna.

Amul Business Model and Organizational Structure Cloud-based business solutions

Amul follows a unique course of action that involves "esteem for cash" products are offered to purchasers in exchange for the cost of premiums (as the owner) of the farmers who produce milk who supply it. Since milk is a perishable product, the rancher might be in danger of losing it in the event that it's not sold prior to the contract is completed.

The Structure of the Organization

The model of cooperatives used by Amul was later referred to as the "Anand style" cooperative framework. It is a three-level system that includes town social orders and regional-level dairy associations as well as a state-level organization. Each level is financially unaffected of the other levels and consists of agents chosen from the levels below it.



It's fairly easy to comprehend. If one member does not have enough money to fund the capital needed for the company, the other members with the same goals combine their resources to form a larger organization that is able to raise significant capital. A cooperative structure is extremely beneficial as it guarantees trust in the company's reputation. Banks too prefer lending money to cooperative enterprises instead of individual owners. Presently, Amul constitutes 30 Lakh farmers across India.

A three-tier Model of Amul

Amul is an amazing organization that is simple and yet awe. It operates on a three-step method which ensures that each body performs its function efficiently. The three tiers are:

Village Dairy Cooperative Society

Every manufacturer is a member of the cooperative village which is a manufacturer's community.

District Milk Unions

Village Dairy Cooperative Society members elect their representatives which collectively forms the District Milk Union.

State Milk Federation

The State Milk Federation is responsible for the distribution and sale of milk products on the market.

Conclusion

Today, Amul has about 15 million milk farmers supplying milk in 1,44,246 cooperatives across the nation. The learnings from Amul Case Study signify that the combined efforts of these people are the foundation of the astounding success enjoyed by Amul. We are proud of this brand! Dr Kurien and Tribhuvan Patel will always be remembered for helping India flow with strength and energy! This

case study on Amul will make you question the white revolution and how Amul capitalized on the opportunity.

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Products of

AMUL

<https://www.amuldairy.com/overview.php>

Number of Producer Members	7,22,106
Number of Village DCS	1278
Total Milk Handling Capacity	8.4 Million liters per day
Milk Collection (Daily Average)	4.7 Million liters
Milk Drying Capacity	135 Mts per day
Whey Drying Capacity	60 Mts per day
Cattle Feed Manufacturing Capacity	6230 Mts per day

Milk, The inspiration behind a revolution





Over seven decades ago the life of a farmer in Kaira was very much like that of farmers anywhere else in India. His income was derived almost entirely from seasonal crops. Many poor farmers faced starvation during off-seasons. Their income from milch buffaloes was undependable. The milk marketing system was controlled by contractors and middlemen. As milk is perishable, farmers were compelled to sell their milk for whatever they were offered. Often, they had to sell cream and ghee at a throwaway price.



pasteurized in Anand.

They were in general illiterate. But they could see that the system under which contractors could buy their produce at a low price and arrange to sell it at huge profits was just not fair. This became more noticeable when the Government of Bombay started the Bombay Milk Scheme in 1945. Milk had to be transported 427 kilometers, from Anand to Bombay. This could be done only if milk was



After preliminary trials, the Government of Bombay entered into an agreement with Polsons Limited to supply milk from Anand to Bombay on a regular basis. The arrangement was highly satisfactory to all concerned – except the farmers. The Government found it profitable; Polsons kept a good margin. Milk contractors took the biggest cut. No one had taken the trouble to fix the price of milk to be paid to the producers. Thus under the Bombay Milk Scheme the farmers of Kaira District were no better off ever before. They were still at the mercy of milk contractors.

They had to sell their milk at a price the contractors fixed. The discontent of the farmers grew. They went in deputation to Sardar Patel, who had advocated farmers' co-operatives as early as 1942.



Sardar Patel reiterated his advice that they should market their milk through a co-operative society of their own. This co-operative should have its own pasteurization plant. His advice was that the farmers should demand permission to set up such a co-operative. If their demand was rejected, they should refuse to sell their milk to middlemen.

Sardar Patel pointed out that in undertaking such a strike there should be some losses to the farmers as they would not be able to sell their milk for some time. If they were prepared to put up with the loss, he was prepared to lead them. The farmers' deputation readily accepted his proposal.



Sardar then sent his trusted deputy, Mr. Morarjibhai Desai, to Kaira District to organize milk co-operative – and a milk strike if necessary. Mr. Desai held a meeting in Samarkha village on January 4, 1946. It was resolved that milk producers' co-operative societies should be organized in each village of Kaira District to collect milk from their member-farmers. All the milk societies would federate into

a Union which would own milk processing facilities. The Government should undertake to buy milk from the Union. If this wasn't done, the farmers would refuse to sell milk to any milk contractor in Kaira District.



The Government turned down the demand. The farmers called a 'milk strike'. It lasted 15 days. Not a drop of milk was sold to the milk merchants. No milk reached Bombay from Anand, and the Bombay Milk Scheme almost collapsed. After 15 days the milk commissioner of Bombay, an Englishman, and his deputy visited Anand, assessed the situation and accepted the farmers' demand.



This marked the beginning of the Kaira District Co-operative Milk Producers' Union Limited, Anand. It was formally registered on December 14, 1946. Its objective was to provide proper marketing facilities for the milk producers of the district. The Union began pasteurizing milk in June 1948, for the Bombay Milk Scheme – just a handful of farmers in two village co-operative societies producing

about 250 liters a day.



An assured market proved a great incentive to the milk producers in the district. By the end of 1948, 432 farmers had joined village societies, and the quantity of milk handled by the Union had increased to 5000 liters a day. In the early stages, rapid growth brought in its wake serious problems. Their solution provided the stimulus for further growth. For example, as the co-operative movement spread in the

district, it was found that the Bombay Milk Scheme could not absorb the extra milk collected by the Union in winter, when buffaloes yielded an average of 2.5 times their summer yield. Thus by 1953, the farmer-members had no regular market for the extra milk produced in winter. They were again forced to sell a large surplus at low rate to middlemen.



The only remedy was to set up a plant to process the extra milk into products like butter and milk powder. The logic of this step was readily accepted by the Government of Bombay and the Government of India, except for a few doubting Thomases. The government of India helped the Union to get financial help from UNICEF and assistance from the Government of New Zealand under the Colombo

Plan. Technical aid was provided by F.A.O. A Rs.50 – lakh factory to process milk powder and butter was blueprinted. Its foundation stone was laid by the then President of India the late Dr. Rajendra Prasad on November 15, 1954. The project was completed by October 31, 1955, on which day the late Pandit Jawaharlal Nehru, the then Prime Minister of India, declared it open. The new dairy provided a further fillip to the co-operative movement among milk producers. The union was thus enabled to organize more village co-operative societies and to handle more and more milk each year. This event also brought a breakthrough in dairy technology as the products were made processing buffalo milk for the first time in the world. Kaira Union introduced the brand "Amul" for marketing its product range. The word "Amul" is derived from Sanskrit word 'Amulya' which means 'priceless' or 'precious'. In the subsequent years Amul made cheese and baby food on a large commercial scale again processing buffalo milk creating a history in the world.



1964 was the turning point in the history of dairy development programme in India. Late Shri Lal Bahadur Shastri, the then Prime Minister of India who visited Anand on 31st October for inauguration of Amul's Cattle Feed Plant, having spent a night with farmers of Kaira and experiencing the success wished and expressed to Mr Kurien, then the General Manager of Amul that replicating Amul model through out our country will bring a great change in the socio-economic conditions of the people. In order to bring this dream into reality, 1965 The National Dairy Development Board (NDDB) was established at Anand and by 1969-70 NDDB came out with the dairy development programme for India popularly known as "Operation Flood" or "White Revolution". The Operation Flood programme, even today, stands to be the largest dairy development programme ever drawn in the world. This saw Amul as model and this model is often referred in the history of White Revolution as "Anand Pattern". Replication of "Anand Pattern" has helped India to emerge as the largest milk producing nation in the world.

Amul meant different things to different people:

To a Milk Producer ... A life enriching experience
To a Consumer ... Assurance of having wholesome milk
To a Mother ... A reliable source of nourishment for her child
To the Country ... Rural Development and Self Reliance

Kindly visit these Web Links to know MORE!

<https://www.amul.com/m/amul-topical-story>

<https://www.amul.com/m/amul-hits>

<https://www.amul.com/m/amul-recipes>

<https://www.bigbasket.com/pb/amul/>

<https://www.dudhsagardairy.coop/health-nutrition/products/>

The Story of the Amul Girl, India's Ad Icon Who Was Ahead of Her Time

Rahul da Cunha on 53 years of witty, timely executions

<https://musebyclios.com/advertising/story-amul-girl-indias-ad-icon-who-was-ahead-her-time/>

by **Tim Nudd**

August 7, 2019

In the age of social media, it's become known as real-time marketing—brands throwing witty remarks about current events into the social flow.

But the Amul Girl has been doing her own unique, entertaining version of it for more than half a century, commenting on pop culture in advertisements that were immediately viral, in their own way, when they launched outdoors 53 years ago. And remarkably, the style and approach of the campaign hasn't changed too much at all in the course of that time.

The story of India's most beloved advertising icon begins in 1966, when Dr. Verghese Kurien—who almost singlehandedly turned India into the world's largest milk producer—was looking for an ad campaign for Amul butter, made by the Amul dairy co-op he'd founded a decade earlier.

He gave the job to daCunha Communications in Mumbai, led by Sylvester da Cunha. At the time, advertising on TV and in magazines in India was wildly expensive, so the agency decided to try billboards—featuring a blue-haired girl in a red polka-dot dress who would become the country's most famous advertising character.

The Amul Girl was sketched by art director Eustace Fernandes. Her first ad described the product as "utterly butterly delicious," a delightfully goofy phrase coined by Sylvester's wife, Nisha da Cunha, and a sign of punny things to come.



Give us this day
our daily bread:
with Amul Butter

Lovely, lovely, lovely
fresh cream Amul Butter
I promise to be kind
if I can have it every day

utterly
butterly
delicious



The first ad was a hit, and the agency suddenly had a popular ad mascot on its hands. The Amul Girl went on to star in five decades (and counting) of well-loved billboards. And when the agency ran out of things to say about the product, they started referencing current events, just as so many brands do on Twitter today.

Indeed, Amul was a kind of proto-meme brand, and its own embrace of Twitter, where it now posts all of its ads, in addition to putting them on billboards, has been a natural extension of a half-century-long engagement strategy.

"She became like the Michelin Man, that kind of character," Sylvester's son Rahul da Cunha, who now runs the agency, told Muse in a phone interview this summer—on what happened to be the 25th anniversary of the day in 1994 when he took over running the campaign from his father.

"At some point I think Dad realized that just talking about butter wouldn't sustain itself for long. So he hit on this idea of social commentary. At a certain point, it went from commenting on one topic a month, or every two months, to what we do now—which is literally looking at a topic almost every day."

Working with copywriter Manish Jhaveri and illustrator Jayant Rane, da Cunha keeps the Amul Girl busy these days in ads that reference all kinds of current events, from entertainment to sports to politics. The work makes liberal use of puns—the multilingual Jhaveri has the rare skill of being able to pun in both English and Hindi—which can be groan-inducing but is part of the campaign's charm.

Here's a sampling of recent ads:

The New Boritish PM!



Amul
Life of the Party!



#FaceSnack!



Amul
A butter for the ages!

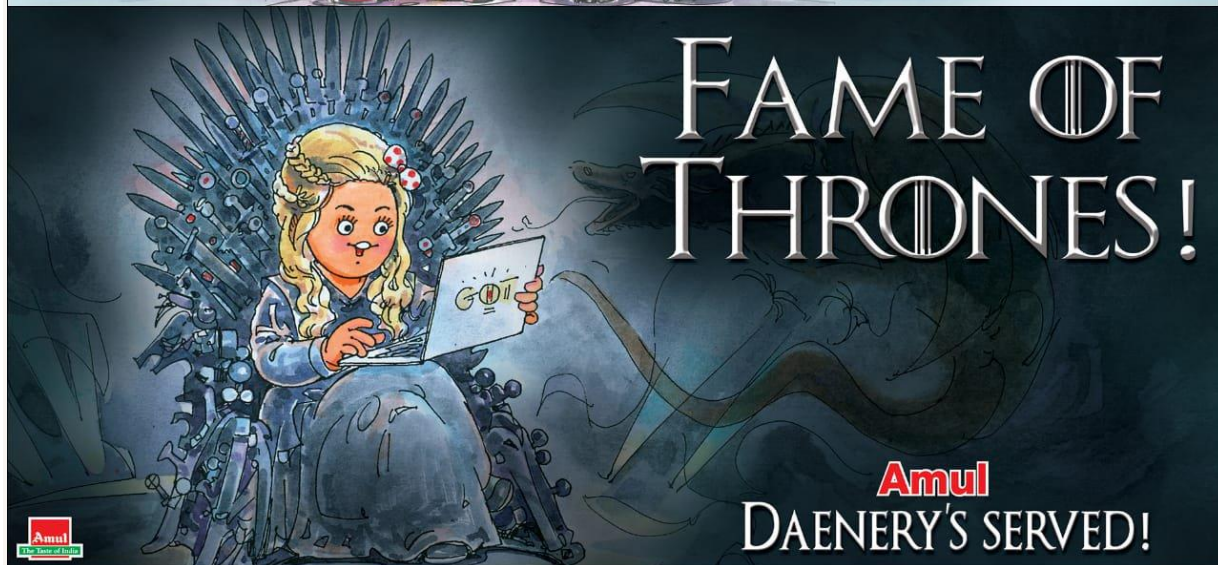


We will Notre give up!



Amul





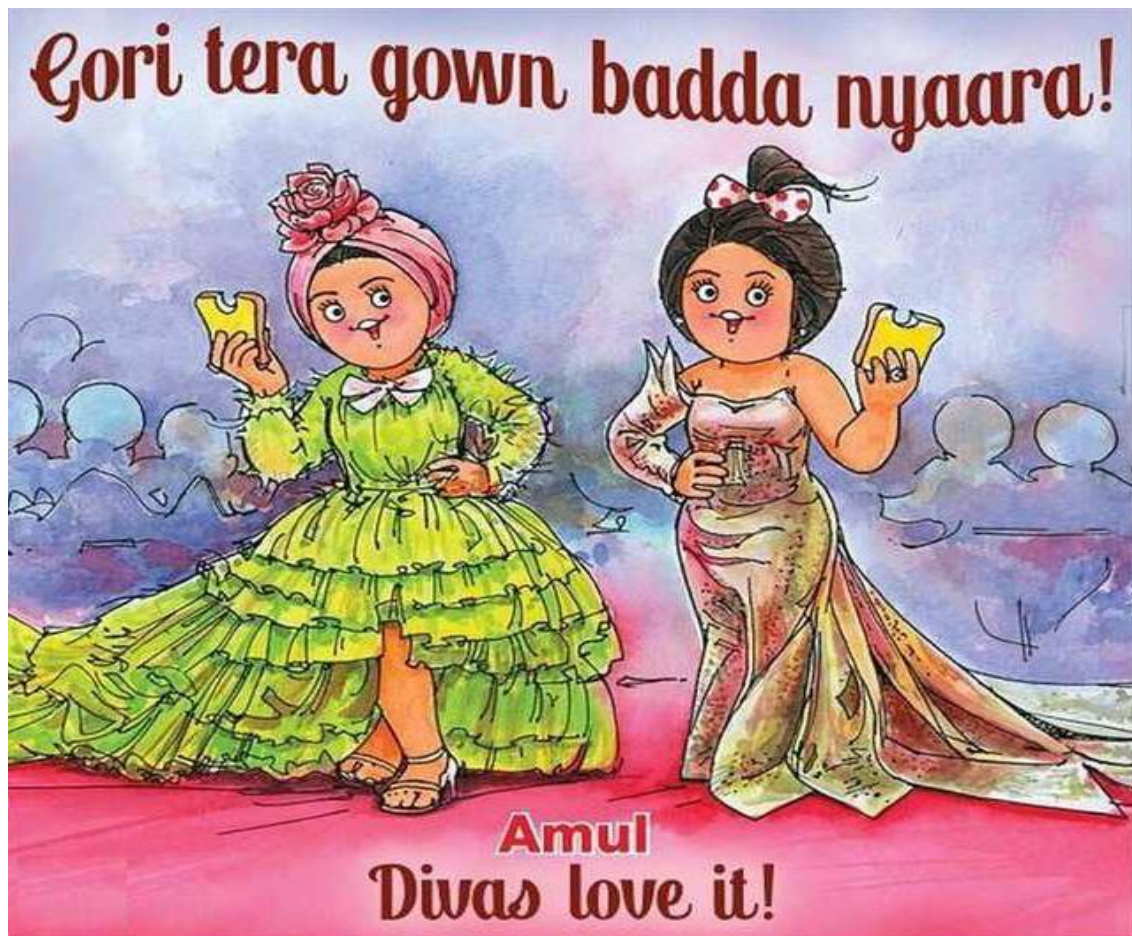
Da Cunha, Jhaveri and Rane connect every Monday and begin the process of creating topical work for the week.

"We list all the potential topics we feel have relevance and resonance and durability for the week," da Cunha says. "Let's say the U.S. Open is on—who's likely to win? Trump and China are talking about trade tariffs. A Bollywood film has been launched—how's it going to do? Then, what deserves mention first? We work on possibilities for the headline. Jayant starts painting, Manish starts writing. Three or four hours later, we meet and see where we're at. By evening, the first ad is out on digital. By nighttime, it's out on billboards."

The Amul Girl herself appears in most, though not all, of the executions.

"Very often she becomes the person in the ad," says da Cunha. "Say we have a hoarding on Trump—she will become Melania. Or if it's a Bollywood film, she will

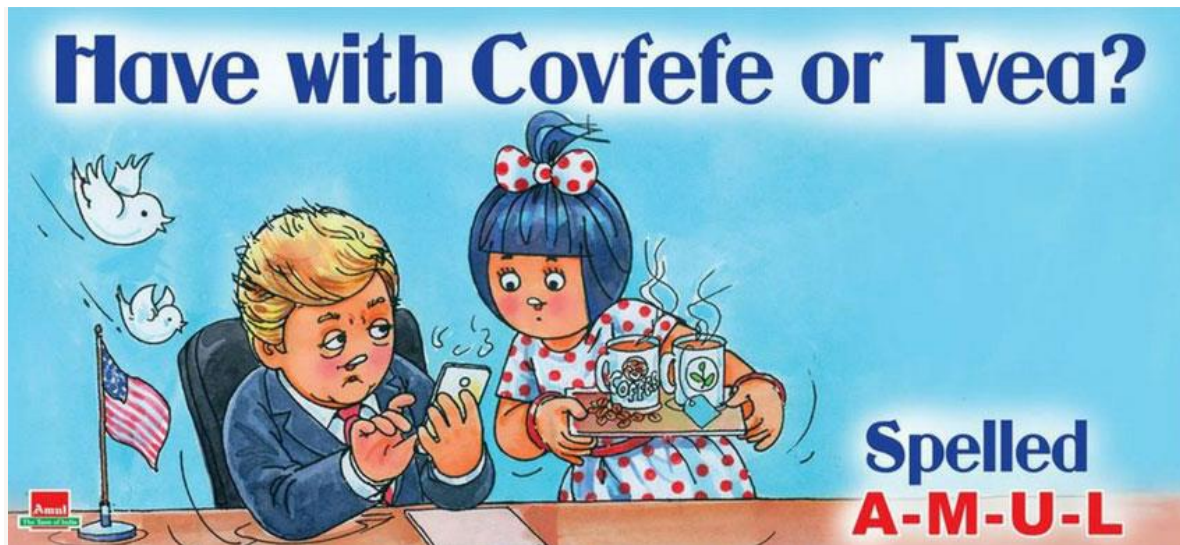
become Aishwarya Rai or Priyanka Chopra. She's a cartoon, and she can morph and camouflage and be a chameleon, where she becomes the topic she comments on."



Rane still hand-paints every ad, after pencil-sketching three or four options first. The original billboards, decades ago, were hand-painted on site as murals. Now, of course, Rane's illustrations are simply reproduced on vinyl sheets for use outdoors—the typical process for billboards today.

"In the old days you were at the mercy of the hand-painter," says da Cunha. "The poor guy was up on a scaffolding, desperately trying to paint and not fall down. It's much easier now, and much quicker. I can put up a billboard for a day and a half if I need to."

Politics is a common theme for the Amul Girl campaign. And yes, da Cunha and his team—much like late-night talk-show hosts—have benefited in many ways from the relentless buffoonery of the Trump presidency.



"Obviously, Donald Trump's an incredibly wonderful character for us," da Cunha says. "Obama was solid, and didn't make outrageous statements. But Trump is outstanding."

Even as world politics has gotten grimmer, though, the Amul ads remain lighthearted.

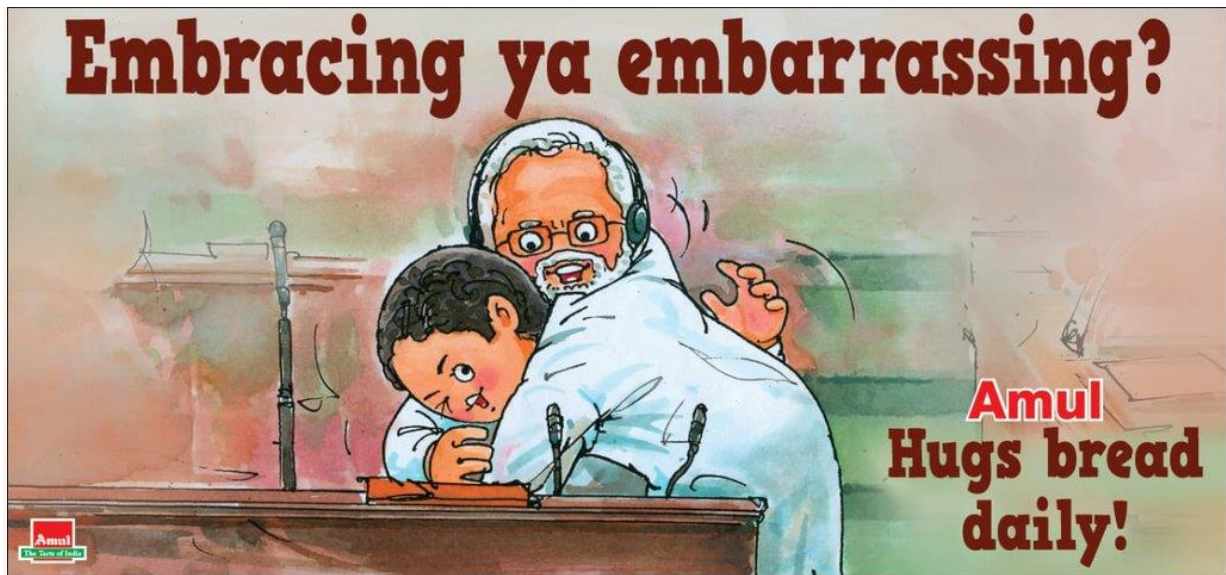
"We comment on whatever's happening, both in the country and internationally," says da Cunha. "Mostly it's about sport, it's about cricket, it's about Bollywood. But it definitely gets political. And our politicians are hugely colorful. In India, politics and religion, which were two aspects of our lives that used to be quite disconnected, have become quite connected. Hinduism and nationalism have become intertwined. "How nationalistic are you?" has become the question Indians are being asked today. And so, because we do social commentary, I have to navigate that."

He tries to do so as deftly as he can.

"We want to keep people smiling," he says. "The whole purpose of this campaign has always been to put a smile on people's faces. Our job is to make sure, even when there's darkness, to keep it light."

Da Cunha is particularly fond of one recent political ad based on a viral moment in the Indian parliament in July 2018, when Congress president Rahul Gandhi walked over and gave Prime Minister Narendra Modi a hug.

"Embracing or embarrassing?" read the Amul ad, which was released less than two hours later.



As much legacy and equity as the Amul Girl has, there is obviously the risk that she will start to feel outdated, which is a concern to da Cunha.

"She is 50 years old, so that's a challenge," he says. "The 40- and 50-plus person already knows us. There's a lot of memory and affection, and a nostalgic sense for it. But digital has helped a lot. We're able to tackle issues that stay digital—that perhaps wouldn't go up on a billboard because they wouldn't be relevant to the common man. But that's one of my concerns. How do we stay relevant to a millennial audience who has a shifting appetite and a shifting fascination with different media vehicles almost on a daily basis?"

For now, the campaign is still going strong. And da Cunha believes it will continue—who knows, maybe for another five decades.

"I think so," he says with a laugh. "But I'll need to have lots of kids."



Tim Nudd

Tim Nudd was editor in chief of the Clio Awards and editor of Muse by Clio from 2018 to 2023.

India's History

16 Amul Advertisements

<https://paulwriter.com/indias-history-in-16-amul-advertisements/>

By
Paul Writer
November 30, 2017



One of Amul's earliest Advertisements on the Hare Rama, Hare Krishna Movement. Image Courtesy: Amul

The butter- girl who has a larger fan base than the greatest stars of Indian Cinema, made her debut in 1966. The brainchild of Sylvester daCunha, the Amul Girl has pro-actively participated in all of India's leading discussions. With witty remarks of her own, she has an opinion on everything in India. She may be a thumb-shaped cartoon but in her own utterly-butterly way she has entered the lives of most of the Indians and is a face of trust. Through the Amul Girl, the brand has positioned itself in the image of an average Indian Citizen. This is why the girl is such an icon, she celebrates what India as a whole celebrates. Here are 50 years of India through with Amul advertisements:



Amul Celebrating the success of India's first test tube baby.
Image Courtesy: [Amul](#)

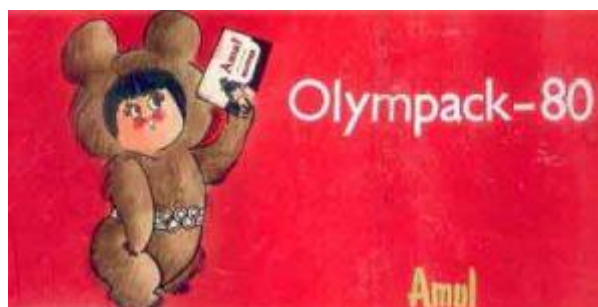
1978: History was created when Dr. Subhash Mukhopadhyay became the first physician in India (and second in the world after British physicians Patrick Steptoe and Robert Edwards) to perform the In vitro fertilization resulting in a test tube baby "Durga" (Kanupriya Agarwal) on October 3, 1978.



**Amul Girl celebrating the introduction of cushioned seats
in the first-class compartments of Indian Railways.**

Image Courtesy: [Amul](#)

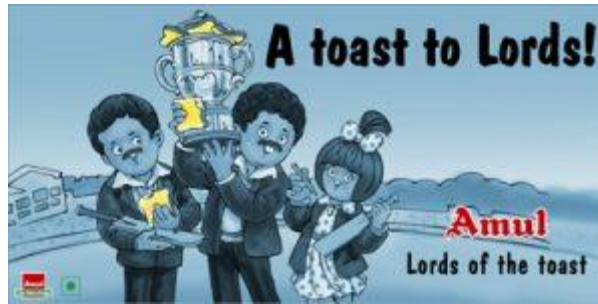
1979: Indian Railways introduces cushioned seats in the First Class Compartments of trains.



Amul Girl celebrating Moscow Olympics, 1980

Image Courtesy: [Amul](#)

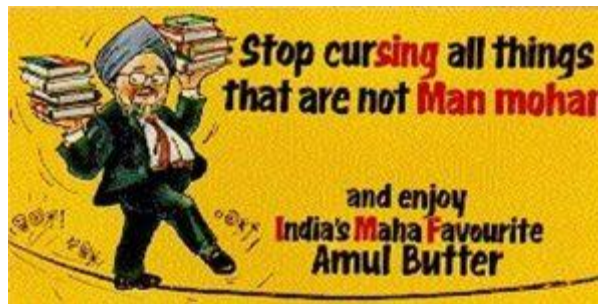
1980: Moscow Olympics- The Amul Girl demanded a Gold medal from Indian players, just like the rest of the country. It was the years India won a gold in Hockey.



Celebrating 25 years of the 1983 World Cup.

Image Courtesy: [Amul](#)

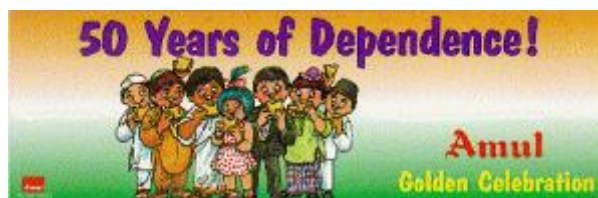
1983: India wins 1983 Cricket World Cup. The final of 1983, Prudential Cup was held at Lord's Cricket Ground on June 25. For West Indies, it was their third successive world cup final, for India it was its first world cup final. Kapil Dev took the winning catch, this event contributed to an era where cricket became India's religion.



Amul on Economic Reforms of 1991

Image Courtesy: [Amul](#)

1991: Economic Liberalisation of India- Prime Minister Narasimha Rao along with the then Finance Minister, Manmohan Singh introduced economic reforms which not only did away with "licence raj" but opened India to foreign investors and markets.



50 years of Independence.

Image Courtesy: [Amul](#)

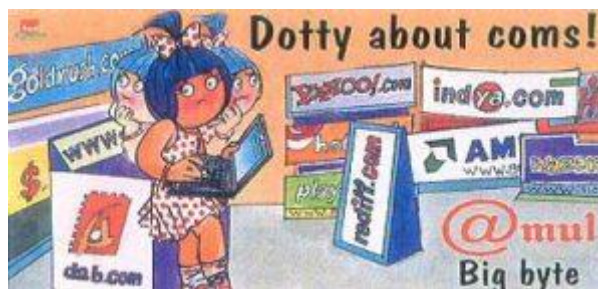
1997: India celebrates 50 years of Independence. On August 15, 1997, India celebrated 50 years of being an independent nation.



Amul celebrating Pokhran II Tests.

Image Courtesy: Amul

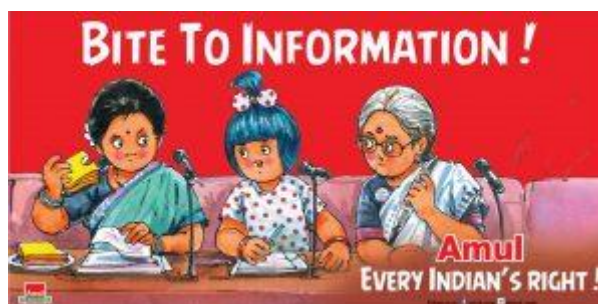
1998: Pokhran II Tests- On May 11, 1998, India conducted the second Pokhran test, a good 24 years after the first one and declared itself a Nuclear Power. The tests were conducted jointly by DRDO and AEC. Project Managers for this monumental project were Dr. A.P.J. Abdul Kalam, Scientific Adviser to the Prime Minister and Head of DRDO and Dr. R. Chidambaram, Chairman of the Atomic Energy Commission and the Department of Atomic Energy.



The peak of the Dot-Com Bubble.

Image Courtesy: Amul

2000: Dot-com Bubble was an economic phase which saw a rise in companies adopting internet for businesses. The rise of the bubble started in 1996 and reached its peak in the year 2000, leading to the introduction of the "dot-com" companies in the market. However, the bubble declined rapidly between 2000-2002, leading to the shutting down of several businesses.



Enactment of RTI, 2005

Image Courtesy: Amul

2005: In June 2005, the Government of India enacted a monumental Act called the Right to Information Act. This act was recognized as a citizen's right, it also made the system more transparent and encouraged citizens into taking more interest in the processes of the country.



A successful launch of Chandrayan.
Image Courtesy: [Amul](#)

2008: In October 2008, ISRO successfully launched its first probe to the moon, called Chandrayan. This mission made India the 5th country and ISRO the 6th agency to launch an orbiter to the moon. In August 2009, almost a year after entering the lunar orbit and suffering through several technical glitches, Chandrayan's mission was ended. Despite the technical glitches the mission achieved 95% of its set objectives in just 312 days.



Commonwealth Games: Opening Ceremony.
Image Courtesy: [Amul](#)

2010: Commonwealth Games, New Delhi- New Delhi hosted the Commonwealth games from October 3, 2010, to October 14, 2010. India won 101 medals, including 38 Gold Medals. India finished the games second, behind Australia.



India Wins ICC World Cup, 2011.

Image Courtesy: [Amul](#)

2011: 28 years after India won the Cricket World Cup at Lord's Stadium, India won the title for a second time at Wankhede Stadium on April 2, 2011. This win led to an era of India being the top country in all three cricket formats namely, Test, T-20 and ODI.



60 years of Indian Parliament.

Image Courtesy: [Amul](#)

2012: On May 12, 2012, both houses of the Indian Parliament convened for a special sitting to celebrate the 60 years journey of the Parliament. The brand on this occasion released a minimal yet intelligent commentary on the dissonance and chaos the Indian Parliament reflects on most days.



Celebrating Mangalyaan.

Image Courtesy: [Amul](#)

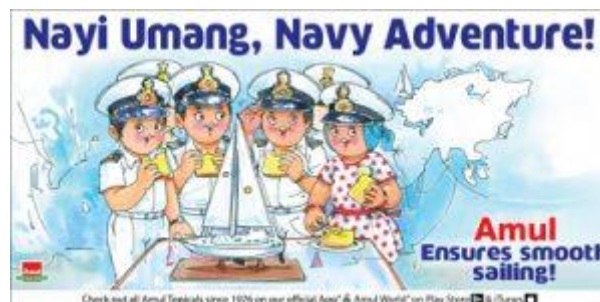
2013: Mangalyaan or MOM was launched in 2013 to orbit Mars, making India the fourth country in the world with an inter-planetary mission. India also became

Asia's first country to have an interplanetary mission. The Mangalyaan entered Mars' orbit in 2014 and has been successfully orbiting Mars since then. The total cost of the mission was around 450 crores, making it the least expensive space mission to date.



Confusion Created due to RBI's changing instructions.
Image Courtesy: Amul

2016: On November 8, 2016, the Prime Minister of India declared that all INR 500 & INR 1000 notes would be of no value starting midnight. This declaration led to the largest demonetisation movement in the world. It also propelled India to digital banking and e-commerce. RBI's instructions to banks and citizens for depositing old currency notes changed for nearly 50 times in less than 3 months. It also led to the largest economic experiment in the world. A year later, this experiment still has divided views on its success.



Around the Globe in 8 months.
Image Courtesy: Amul

2017: For the first time in India, a team of six women navy officers, set sail from Goa in September 2017 on INSV Tarini to circumnavigate the globe; covering a distance of 21600 nautical miles in 8 months.

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AMULS INDIA

Based on 50 Years of Amul Advertising

<https://www.amazon.in/Amuls-India-Based-Years-Advertising/dp/9350291495>

Hardcover - 24 November 2014

by Gujarat Co-operative Milk Marketing Federation Ltd (Author)

The Amul campaign tells the stories of India, a hoarding at a time. The hoardings are markers of the 'popular' history of India and have been followed by fans for decades. Timeless and ageless, this long-running campaign has captivated Indians of all ages. The key character in this saga is the little girl in polka dots, who helped Amul Butter win over an entire nation. This book celebrates her journey through the eyes of prominent writers, public figures and the subjects of the hoardings themselves. It contains a series of vignettes, creating a patchwork quilt of essays, snippets and selections of classic hoardings. It offers us an inside peek into the back story of the creation of the ads. Amul's India is a celebration that would be of enormous interest to an observer of contemporary India, be it a brand manager, a management student or a fan of Amul. Or just somebody who wants a rollicking good time.

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